

**VERMONT TOBACCO EVALUATION AND REVIEW BOARD**  
**BOARD MEETING**

**Wednesday, October 14, 2009 3:00 p.m. – 5:00 p.m.**

The Pavilion Building, 109 State Street, Montpelier  
Governor's 4th Floor Conference Room

***MINUTES***

*Board Members and Designees Present:*

*Brian Flynn, Ted Marcy, Christy Mihaly, Travis Todd, Teresa Leyro, Edna Fairbanks-Williams, Kate Larose, Bill Frank, Amy Brewer, Greg MacDonald, Chris Finley*

*Members of the Public Present:*

*Yvonne Zietlow, Helen Wagner, Casey Boyle-Eldridge, Kelly Stoddard*

Announcements (5 min)

*Edna mentioned that the 'Kids on the Block' group will be conducting more activities this year. They did over 200 classes last year. The group addresses alcohol, tobacco, and bullying.*

*Brian thanked the members for all their effort last month on the budget.*

*Christy introduced Helen Wagner from the AG's Office; she will be working on tobacco issues.*

Public Comment (10 min)

*Note: Public comment given by Casey Boyle-Eldridge during the Budget Package discussion.*

Approval of Minutes (5 min)

*Ted motioned to accept minutes from the September 9th, 2009 meeting; Edna seconded. Minutes Accepted.*

FY2011 Budget Recommendation Package (40 min)

*Brian introduced the budget recommendation package which includes a cover letter, describes how the money should be allocated, and presents TCP components that would be eliminated, preserved, or restructured.*

*The departmental designees contributed to the draft memorandum and budget recommendation package. The package is due to the Governor and Legislature tomorrow (October 15th).*

*Comments about the budget package documents:*

Edna reported that the document was well structured. Christy commented that she agrees and that the package is well done. She asked about the cover letter, specifically the paragraph that discusses the MSA Medicaid share. What do we really want to communicate in the third sentence? Some additional clarity could help, if we want to convey the concept. Brian was trying to find a concise way to say that all programs should share in any reductions, given the growing Medicaid burden. Should we say this at all? Might it be misinterpreted? These programs include other human services programs. This is a complex issue, and may need more than just a paragraph; perhaps not appropriate for inclusion in this message. The paragraph may be perceived as negative. We might want to have a further discussion about the issue at the next meeting. The members generally agreed to remove the third paragraph from the cover letter.

Is there another way to label the recommendation by department? Chris Finley suggested that perhaps a trend chart would be helpful for inclusion with the tables. The alternative is to include the FY2010 appropriations. Christy mentioned that we might want to include the amount of the MSA payments and how they have increased over the years. Shall we add a sentence to reflect this in the first paragraph? That figure is approximately \$40 Million. Brian will add a sentence to capture this concept. We will also include the table that contains the FY2010 appropriations as well.

Kate suggested adding a sentence for youth. Kate would be able to quickly get a sample sentence to Brian about this. For example, include the number of children who become regular smokers. We shall include this as well.

Bill suggested putting the appropriations by line item for VDH. Ted mentioned that the Board should be the deciding party and presenting line items for each component may lead to legislators targeting these components. We would rather legislators rely on the expertise of the Board for such decisions. We will not be ready to do this now, but should be prepared to provide this during the legislative session.

#### Other generally agreed to changes:

Greg suggested making two bullets out of the third bullet on the VDH table on the third page. There was general agreement.

Kate suggested re-ordering the bullets.

Ted suggested deleting the last VDH bullet, and rather, to communicate something about the in-person program.

We also might consider re-wording some terms such as "restructured." Wording should perhaps be stronger when dealing with eliminated programs.

(E.g.: We have eliminated the one-one counseling program.)

First bullet after comma, delete or move "however..."

Chris F. is comfortable taking out reference to the Blue Print.

*There will be a reduction in the total number of people that get cessation counseling. (Or say that we will eliminate the one-on-one counseling.)*

*Regarding media, we could use the word: "diminished".*

*Bill mentioned that we are seeing more people wanting help, and there is less money to do the work (i.e.: an increased demand). More people have looked for cessation services (7,264 people). This is an 83% increase in demand.*

*Stephen and Brian will create the verbs for all the bullets on the 'eliminated' table. Make separate paragraphs in cover letter for each concept.*

*The Board members generally agreed to have Stephen and Brian make these final edits, as discussed, before the package is sent.*

#### *Next Steps:*

*Stephen will send hard copies of the document to the Governor and each of the Senators and Representatives on the three legislative committees.*

*Stephen will also send a copy of the document to AHS Secretary Rob Hoffman.*

*Brian will meet with Secretary Hofmann on November 5th to discuss the Board's recommendation.*

*The Coalition for a Tobacco Free Vermont is having one-on-one meetings with legislatures legislators and advocating for \$4.8 M for the program.*

*What are some other strategies for communication with legislators the Board would like to see implemented?*

*Christy mentioned that we should do some sort of briefing and get on legislator agendas early this year. In the past we have met with the AHS Secretary and legislative appropriation committee chairs. We do not want to be seen as advocates, but rather a group of experts. We should explain what our process was in determining the budget recommendation. Kate suggested mentioning the new smokeless products in this context. There was a suggestion to have an in-person meeting with the chairs of the legislative committees. Bill mentioned that legislatures know we get MSA dollars and that we use it for Medicaid as well as other programs. He further suggested explaining the nature of the program in this context, specifically about the individual TCP components.*

*Bill suggested that there is no ideal time to meet with legislators, but something should be able to grab their attention. There is no harm in reaching out and getting on their list.*

#### *Public Comment*

*Casey-Boyle Eldridge gave public comment. She suggested the Board develop a report card for legislators.*

## Media Campaign Overview

(15 min)

*Yvonne Zietlow presented the current Media Campaign Brief and provided a summary. No vote is necessary as the material is very similar to the previously approved campaign.*

*The campaign is called “Your Quit. Your Way.” The campaign is intended to reach “independent quitters.” VDH is re-running the campaign as it was very successful last year. The campaign brief has been sent to community coalitions and other partners. The campaign will involve radio spots and direct mail. Free promotional items include pedometers, worry stones, and quit tip key chains. Additionally, rack brochures will be distributed. There will also be a contest via mobile phone via text messaging and distribution of drink coasters. Google web banners will be extended and we will also use the Facebook website. NRT will be available on the QuitNet for a limited time. The campaign will start on Great American Smoke Out Day (November 19th). Targeting smokers under age 35 is beneficial for health outcomes.*

## 2020 TCP Goals: Overview and Initial Discussion

(40 min)

*The Vermont Tobacco Control Program was created in FY2001 with the goal of cutting smoking rates in half in 10 years. At the outset of the program a timeline was developed to provide benchmarks for evaluating progress toward the 2010 goals. The long-term outcomes expected of the program are the following:*

- To reduce the prevalence of smoking among Vermont adults from a rate of 22% in 2000 to a rate of 11% in 2010*
- To reduce the prevalence of smoking among Vermont youth from a rate of 31% in 1999 to a rate of 15% in 2010*
- To reduce the exposure of all Vermonters to secondhand smoke*

*Brian suggested that we must begin to discuss new 2020 goals. The original goals were synchronized with the federal Healthy People 2010, and we are waiting for the new Healthy People 2020 goals. The current draft Healthy People 2020 document is very general, so we don't have sufficient guidance at the federal level at this time.*

### Discussion:

*Would we expect the goals to change much?*

*Kate mentioned the new smokeless products as a possible area to consider.*

*Christy mentioned that MSA is related to smoking; there is a separate smokeless MSA.*

*Chris Finley mentioned the importance of working on the issue of tobacco use.*

*Healthy People 2020 should be out in January 2010. Tracy Dolan is the lead on this for the VDH.*

*Ted mentioned that the Board has taken stances on smokeless products in the past. It is a great topic to consider. Another area to consider is looking at disparate populations and whether we should address this in a more specific way. Chris F. and others agreed.*

*Brian mentioned that developing new TCP goals would be a project to be conducted over the next few months. The VDH will be working on the Healthy Vermonters 2020 goals soon.*

#### **Other Business**

(5 min)

*There are ARRA funds available for tobacco, both competitive and non-competitive, and the VDH will be applying in a couple of areas. Applications for funding are due over the next two months.*

*The next VTERB meeting is on November 18th.*

*Meeting adjourned at approximately 4:50.*

*Minutes taken by: Stephen Morabito*

*Draft minutes reviewed by: Brian Flynn*

#### **Materials for Discussion:**

- VTERB Meeting Minutes (September, 2009)
- FY2011 Budget Recommendation Package
- Media Campaign Brief